UNITED STATES PATENT AND TRADEMARK OFFICE

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Please find below and/or attached an Office communication concerning this application or proceeding.

The time period for reply, if any, is set in the attached communication.

	Application No.	Applicant(s)
	10/616,182	YOUNGMAN ET AL.
Office Action Summary	Examiner	Art Unit
	BRIAN FERTIG	3694

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE <u>3</u> MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on <u>05 April 2004</u>.

2a)☐ This action is **FINAL**.　　2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) <u>1-68</u> is/are pending in the application.

　　4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) <u>1-68</u> is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

　　Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

　　Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

　　a)☐ All　b)☐ Some * c)☐ None of:

　　　　1.☐ Certified copies of the priority documents have been received.

　　　　2.☐ Certified copies of the priority documents have been received in Application No. _____.

　　　　3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

　　* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)

2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)

3) ☒ Information Disclosure Statement(s) (PTO/SB/08)
　　Paper No(s)/Mail Date <u>1/22/2004 4/5/2004</u>.

4) ☐ Interview Summary (PTO-413)
　　Paper No(s)/Mail Date. _____ .

5) ☐ Notice of Informal Patent Application

6) ☐ Other: _____ .

DETAILED ACTION

Claim Objections

1.   Claims 9, 12-18, 27, 30-31, 34, 39-41, 43-44, 51, 54, 55, 58-62, 65-66, 67, and

68 objected to because of the following informalities. Appropriate correction is required.

In particular, it is not clear whether these claims intend to further limit a preceding claim

or whether they are directed to a new independent claim which makes reference to the

preceding claims. For the purposes of examination below, it is assumed that they are

directed to independent claims.

If applicant intends to limit a preceding claim, language similar to the following is

suggested:

> 9. The system of claim 8, wherein said presentation is customized by
>
> information previously stored about at least one product purchased by
>
> said customer.

2.   Further, these claims are objected to under 37 CFR 1.75(c), as being of improper

dependent form for failing to further limit the subject matter of a previous claim.

Applicant is required to cancel the claim(s), or amend the claim(s) to place the claim(s)

in proper dependent form, or rewrite the claim(s) in independent form. Note that these

independent claims fail to include every limitation of the claim from which they depend

(35 U.S.C. 112, fourth paragraph) or in other words that it shall not conceivably be

infringed by anything which would not also infringe the basic claim. Therefore, these

claims do not comply with the Infringement Test for valid claim dependence (see MPEP

§ 608.01(n)).

Claim Rejections - 35 USC § 101

3.   35 U.S.C. 101 reads as follows:

> Whoever invents or discovers any new and useful process, machine, manufacture, or composition of matter, or any new and useful improvement thereof, may obtain a patent therefor, subject to the conditions and requirements of this title.

4.   Claims 9, 12, 27, 30, 39, 40, 43, 44, 51, 54, 58, 62, 55, 68 are rejected under 35 U.S.C. 101 because the claimed invention is directed to non-statutory subject matter. These claims are directed toward functions, customer interactions, desirable information, revenue, presentations, clusters, and program systems. Functions (i.e. program elements), information, presentations (i.e. screen output), and program systems (i.e. groupings of programs and functions) are descriptive material which is non-statutory subject matter (see MPEP § 2106.1). Customer interactions and revenue do not appear to be processes, machines, manufactures, or compositions of matter and are therefore also non-statutory subject matter.

Claim Rejections - 35 USC § 102

5.   The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

6.   Claims 1-68 are rejected under 35 U.S.C. 102(b) as being anticipated by US Patent 5,754,981 to Veeneman (Veeneman).

<u>With respect to claim 1</u>

Veeneman teaches:

A system for the presentation of specific marketing presentations to customers in a retail environment, comprising:

an electronic display device providing at least one electronic presentation to a customer in said retail environment (i.e. printer or monitor, see col 4, lines 16,43-59 and fig 11);

a processing system providing said electronic presentation for said electronic display device (i.e. computer mechanism, see col 4, lines 16-24 and figs 1-3);

means for said processing system to electronically deliver said electronic presentation to said electronic display device (see col 4, lines 56-59, note that screens appear on the monitor); and

means for selecting a presentation (screens) from at least two presentations based upon the unique interests and needs of said customer to make available said electronic presentation to said processing system (see col 11, lines 14-45, note that a plurality of screens are available to user and are displayed in response to user choosing a particular option via touch screen).

With respect to claim 2

Veeneman teaches:

The system of claim 1 (see rejection of claim 1 above), wherein said electronic display device has at least one screen area that can be used for

information associated with a product purchasing transaction (see col 13,

lines 36-41, and fig 10D).

With respect to claim 3

Veeneman teaches:

The system of claim 1 (see rejection of claim 1 above), further comprising:

means for a Point of Sale Terminal to communicate price information

about at least one product being purchased to said system (see col 13,

lines 36-41, note that gifts are displayed by price min/max or range).

With respect to claim 4

Veeneman teaches:

The system of claim 1 (see rejection of claim 1 above), further comprising:

means for said customer identifying themselves to said system as an

identified customer (see col 11, lines 34-46, note that the customer

provides information to identify themselves as a customer previously

identified by entities other than the system by the information they provide,

see also col 12, lines 28-35 teaching returning customers updating their

registration, see also col 13, lines 9-30, note that the user identifies

himself as one interested in viewing a particular couple's registry).

With respect to claim 5

Veeneman teaches:

The system of claim 4 (see rejection of claim 4 above), wherein said

electronic presentation includes at least one customized electronic

presentation based upon said identified customer and based on at least

one targeted campaign objective (see col 12, lines 28-35, 47-50, note that

this teaches the previously registered couples making changes to the

items in their registry. Note that the campaign objective of the store is,

implicitly, to provide the list in the hope of selling products. See also col

13, lines 36-41, note the presentation is based upon the customer having

identified himself as one interested in viewing a particular couple's registry

and the campaign objective of the store is, implicitly, to provide the list in

the hope of selling products).

<u>With respect to claim 6</u>

Veeneman teaches:

The system of claim 4 (see rejection of claim 4 above), further comprising

at least one member of the collection comprising:

means for said identified customer interacting with said

electronic presentation to create at least one customer interaction

(i.e. touch screen, scanning mechanism, or card reader, see col 4,

lines 1-15 and lines 43-47);

means for generating electronic or printed messages

initiated by said customer interactions (i.e. printer or monitor, see

col 4, lines 16,43-47,);

means for logging said customer interaction to provide later

desirable information regarding said identified customer (i.e. printer

or computer mechanism, see col 4, lines 16, note that printer prints

gift lists and that computer mechanism stores gift list information,

which can be later retrieved to be viewed, edited, or printed);

means for logging at least one of said products purchased

by said identified customer to provide later desirable information to

said customer (i.e. scanning mechanism, see col 4, line 1, note this

mechanism is used to identify gift items for purchase and by the

store clerk checking items for purchase).

With respect to claim 7

Veeneman teaches:

The system of claim 1 (see rejection of claim 1 above), further comprising

at least one member of the collection comprising: means for said customer

interacting with said electronic presentation to create at least one

customer interaction (i.e. touch screen, see col 4, line 46); means for

generating electronic or printed messages initiated by said customer

interactions (i.e. monitor or printer, see col 4, line 16,46).

With respect to claim 8

Veeneman teaches:

The system of claim 7 (see rejection of claim 7 above), further comprising:

means for logging said customer interaction to provide later desirable

information regarding said customer (i.e. printer or computer mechanism,

see col 4, lines 16, note that printer prints gift lists and that computer

mechanism stores gift list information, which can be later retrieved to be viewed, edited, or printed).

With respect to claim 9

Veeneman teaches:

> Said presentation of claim 8 (see rejection of claim 8 above), wherein said presentation is customized by information previously stored about at least one product purchased by said customer (see col 10, lines 18-25, note that the registry is updated to indicate received items).

With respect to claim 10

Veeneman teaches:

> The system of claim 1 (see rejection of claim 1 above), further comprising: means for a Point of Sale Terminal to communicate a unique product identification code to said system (i.e. scanning mechanism, see col 4, line 1, note that the mechanism is used to communicate the unique product identification code of the desired/purchased item to the system).

With respect to claim 11

Veeneman teaches:

> The system of claim 10 (see rejection of claim 10 above), further comprising: means for logging at least one of said products purchased by said customer to provide later desirable information to said customer (see col 10, lines 18-25, note that the registry is updated to indicate received items).

With respect to claim 12

Veeneman teaches:

> Said presentation of claim 11 (see rejection of claim 11 above), wherein
>
> said presentation is customized by information previously stored about
>
> said customer (i.e. screen, see col 13, lines 36-41, and fig 10D, note
>
> screen is customized based upon information identifying customer as
>
> associated with particular wedding couple, also customized based upon
>
> which category of gifts selected).

With respect to claim 13

Veeneman teaches:

> A first function to create at least one of said presentations used by said
>
> means for selecting of claim 1 (i.e. box 112, 114, 116, see col 9, line 60-
>
> col 10, line10 and fig 7).

With respect to claim 14

Veeneman teaches:

> A second function that creates at least one cluster (i.e. gift items for a
>
> particular category) that specifies demographics (i.e. price range of gifts);
>
> wherein said customer of claim 1 has at least one of said demographics
>
> (i.e. desired price range of gift); and wherein said means for selecting
>
> further includes means for selecting said presentation based upon said
>
> demographics of said customer matching said demographics of at least

one of said clusters (i.e. selecting desired price range of gifts, see col 13,

lines 36-50 and fig 10D).

With respect to claim 15

Veeneman teaches:

> Said second function of claim 14 (see rejection of claim 14 above),
>
> wherein said cluster is derived by information previously stored about said
>
> customer (see col 13, lines 37-50 and fig 10D, note that consumer selects
>
> from a list of various classifications of gifts, customers stored choice -i.e.
>
> price range- is used to derive the cluster information -i.e. price ranges).

With respect to claim 16

Veeneman teaches:

> Said second function of claim 14, wherein said cluster is derived by
>
> information previously stored about at least one product purchased by
>
> said customer (see col 13, lines 37-50 and fig 10D, note that the gift items
>
> from a particular category include the number already purchased).

With respect to claim 17

Veeneman teaches:

> Said system of claim 1 (see rejection of claim 1 above), further
>
> comprising: means for said customer to interact with the purchasing
>
> transaction (i.e. touch screen, scanning mechanism, see col 4, lines 1, 46,
>
> note that customers use the touch screen to interact with the system to
>
> edit, view, and print the registry list which is a part of the purchase

transaction in that it helps identified the desired items. Further, the

scanning mechanism is used to identify items to populate the registry list,

which is a part of the purchase transaction).

With respect to claim 18

Veeneman teaches:

Said system of claim 1 (see rejection of claim 1 above), further

comprising: means for said customer to interact with the payment

transaction (i.e. touch screen, scanning mechanism, see col 4, lines 1, 46,

note that customers use the touch screen to interact with the system to

edit, view, and print the registry list which is a part of the purchase

transaction in that it helps identified the desired items. Further, the

scanning mechanism is used to identify items to populate the registry list,

which is a part of the purchase transaction. Note that the purchase

transaction culminates in the payment transaction).

With respect to claim 19

Veeneman teaches:

A method for the presentation of specific marketing presentations to

customers in a retail environment, comprising the steps of:

   providing at least one electronic presentation to a customer

by an electronic display device in said retail environment (i.e.

displaying screens via monitor or printer, see col 4, line 16,46, col

11 lines 14-20);

> providing said electronic presentation for said electronic
> display device by a processing system (i.e. screens processed by
> computer mechanism, see col 4, line 34);
>
> electronically delivering said electronic presentation to said
> electronic display device from said processing system (i.e.
> displaying or printing screens, see col 4 line 62-63, col 11, lines 14-
> 20); and
>
> selecting a presentation from at least two presentations
> based upon the unique interests and needs of said customer to
> make available as said electronic presentation to said processing
> system (see col 11, lines 14-45, note that a plurality of screens are
> available to user and are displayed in response to user choosing a
> particular option via touch screen).

With respect to claim 20

Veeneman teaches:

> The method of claim 19 (see rejection of claim 19 above), wherein said
> electronic display device has at least one screen area that can be used for
> information associated with a product purchasing transaction (see col 13,
> lines 36-41, and fig 10D).

With respect to claim 21

Veeneman teaches:

The method of claim 19 (see rejection of claim 19 above), further

comprising the step of: a Point of Sale Terminal communicating price

information about at least one product being purchased to said system

(see col 13, lines 36-41, note that gifts are displayed by price min/max or

range).

With respect to claim 22

Veeneman teaches:

The method of claim 19 (see rejection of claim 19 above), further

comprising the step of: said customer identifying themselves as an

identified customer (see col 11, lines 34-46, note that the customer

provides information to identify themselves as a customer previously

identified by entities other than the system by the information they provide,

see also col 12, lines 28-35 teaching returning customers updating their

registration, see also col 13, lines 9-30, note that the user identifies

himself as one interested in viewing a particular couple's registry).

With respect to claim 23

Veeneman teaches:

The method of claim 22 (see rejection of claim 22 above), wherein said

electronic presentation includes at least one customized electronic

presentation based upon said identified customer and based on at least

one targeted campaign objectives (see col 12, lines 28-35, 47-50, note

that this teaches the previously registered couples making changes to the

items in their registry. Note that the campaign objective of the store is,

implicitly, to provide the list in the hope of selling products. See also col

13, lines 36-41, note the presentation is based upon the customer having

identified himself as one interested in viewing a particular couple's registry

and the campaign objective of the store is, implicitly, to provide the list in

the hope of selling products).

With respect to claim 24

Veeneman teaches:

The method of claim 19 (see rejection of claim 19 above), further

comprising the step of: said customer interacting with said electronic

presentation to create at least one customer interaction (see col 11, lines

14-45, note that a user chooses a particular option via touch screen).

With respect to claim 25

Veeneman teaches:

The method of claim 24 (see rejection of claim 24 above), further

comprising the step of: generating electronic or printed messages initiated

by said customer interaction (i.e. displaying or printing screens, see col 4,

line 62, col 11, lines 14-20).

With respect to claim 26

Veeneman teaches:

The method of claim 24 (see rejection of claim 24 above), further

comprising the step of: logging said customer interaction to later provide

desirable information regarding said customer (i.e. printing screens, see

col 4, line 62 or scanning items or storing selection in computer

mechanism, see col 4, lines 1-15).

With respect to claim 27

Veeneman teaches:

Said customer interaction, as a product of the process of claim 24 (see col

11, lines 14-19).

With respect to claim 28

Veeneman teaches:

The method of claim 19 (see rejection of claim 19 above), further

comprising the step of: a Point of Sale Terminal communicating a unique

product identification code to said system (i.e. scanning mechanism, see

col 4, line 1, note that the mechanism is used to communicate the unique

product identification code of the desired/purchased item to the system).

With respect to claim 29

Veeneman teaches:

The method of claim 28 (se rejection of claim 28 above), further

comprising the step of: logging at least one of said products purchased by

said customer to later provide desirable information regarding said

customer (i.e. using scanning mechanism, see col 4, lines 1-15 or update

information in gift registry col 10, lines 18-38).

With respect to claim 30

Veeneman teaches:

> Said desirable information as a product of the process of claim 29 (see col
>
> 10, lines 18-38).

With respect to claim 31

Veeneman teaches:

> A method of making said presentations used by the step of selecting of
>
> claim 19, comprising the step of:
>
>> a first function creating at least one of said presentations
>
> used by the step of selecting (i.e. box 112, 114, 116, see col 9, line
>
> 60-col 10, line10 and fig 7, col 11, lines 14-19).

With respect to claim 32

Veeneman teaches:

> The method of claim 31 (see rejection of claim 31 above), wherein the
>
> step of said first function further comprising the step of: customizing said
>
> presentation by information previously stored about said customer (i.e.
>
> displaying list of items based upon users choice of classification, see col
>
> 13, lines 42-50).

With respect to claim 33

Veeneman teaches:

> The method of claim 31 (see rejection of claim 31 above), wherein the
>
> step of said first function further comprising the step of: customizing said
>
> presentation by information previously stored about at least one product

purchased by said customer (see col 13, lines 37-50 and fig 10D, note that

the gift items from a particular category include the number already

purchased).

<u>With respect to claim 34</u>

Veeneman teaches:

A method of creating demographics, comprising the step of a second

function creating at least one cluster (i.e. gift items for a particular

category) that specifies demographics (i.e. price range of gifts); wherein

said customer of claim 19 has at least one of said demographics (i.e.

desired price range of gift); and wherein the step selecting further includes

the step of: selecting said presentation based upon said demographics of

said customer matching said demographics of at least one of said clusters

(i.e. selecting desired price range of gifts, see col 13, lines 36-50 and fig

10D).

<u>With respect to claim 35</u>

Veeneman teaches:

The method of claim 34 (see rejection of claim 34 above), wherein said

cluster is derived by information previously stored about said customer

(see col 13, lines 37-50 and fig 10D, note that consumer selects from a list

of various classifications of gifts, customers stored choice -i.e. price range-

is used to derive the cluster information -i.e. price ranges).

<u>With respect to claim 36</u>

Veeneman teaches:

> The method of claim 34 (see rejection of claim 34 above), wherein said
>
> cluster is derived by information previously stored about at least one
>
> product purchased by said customer (see col 13, lines 37-50 and fig 10D,
>
> note that the gift items from a particular category include the number
>
> already purchased).

With respect to claim 37

Veeneman teaches:

> The method of claim 19 (see rejection of claim 19 above), further
>
> comprising the step of: said customer interacting with the purchasing
>
> transaction (see col 13, lines 10-50, note that customers use the touch
>
> screen to interact with the system to edit, view, and print the registry list
>
> which is a part of the purchase transaction in that it helps identified the
>
> desired items. Further, the scanning mechanism is used to identify items
>
> to populate the registry list, which is a part of the purchase transaction).

With respect to claim 38

Veeneman teaches:

> The method of claim 19 (see rejection of claim 19 above), further
>
> comprising the step of: said customer interacting with the payment
>
> transaction (see col 13, lines 10-50, note that customers use the touch
>
> screen to interact with the system to edit, view, and print the registry list
>
> which is a part of the purchase transaction, which culminates in a

purchase transaction. Further, the scanning mechanism is used to identify

items to populate the registry list, which is a part of the purchase

transaction, which culminates in a payment transaction).

With respect to claim 39

Veeneman teaches:

Said electronic presentation provided by said electronic display device to

said customer in said retail environment, as a product of the process of

claim 19. (i.e. screens, see col 11, lines 14-45)

With respect to claim 40

Veeneman teaches:

Said presentation made available as said electronic presentation to said

processing system, as a product of the process of claim 19 (i.e. screens,

see col 11, lines 14-45).

With respect to claim 41

Veeneman teaches:

Said electronic display device of Claim 19, providing the means for

implementing the step providing said electronic presentation to said

customer in said retail environment (i.e. printer or monitor, see col 4line 16

and 46).

With respect to claim 42

Veeneman teaches:

A method of using a Customer Interaction Device (CID) by a customer,

including the steps of:

   providing said customer at least one electronic presentation

on said CID in a retail environment (i.e. screen, see col 13, lines

36-41, and fig 10D);

   wherein said electronic presentation is based upon the

unique interests and needs of said customer (i.e. based upon

interest and need to identify desired gifts from a gift registry by

price range or some other classification, see col 13, lines 36-50);

   said customer viewing said electronic presentation on said

CID (i.e. viewing on gift registry apparatus, see col 13, lines 9-41);

   said customer selecting at least one new product item based

upon said electronic presentation to create a selected new product

item at some point in time (i.e. selecting an item from the registry,

see col 13, lines 45-50 or selecting an item to update its status

within the registry, see col 12, lines 43-60); and

   said customer paying for said selected new product item to

create a revenue (see col 10, lines 30-32).

With respect to claim 43

Veeneman teaches:

Said selected new product item as a product of the process of Claim 42

(i.e. purchased item, see col 10, lines 30-32).

With respect to claim 44

Veeneman teaches:

Said revenue as a product of the process of Claim 42 (i.e. revenue implied

by purchase, see col 10, lines 30-32).

With respect to claim 45

Veeneman teaches:

The method of claim 42 (see rejection of claim 42 above), wherein said

electronic display device has at least one screen area that can be used for

information associated with a product purchasing transaction (see col 10,

lines 18-25, note that the registry is updated to indicate received items).

With respect to claim 46

Veeneman teaches:

The method of claim 42 (see rejection of claim 42 above), further

comprising the step of: said customer identifying themselves as an

identified customer (see col 11, lines 34-46, note that the customer

provides information to identify themselves as a customer previously

identified by entities other than the system by the information they provide,

see also col 12, lines 28-35 teaching returning customers updating their

registration, see also col 13, lines 9-30, note that the user identifies

himself as one interested in viewing a particular couple's registry).

With respect to claim 47

Veeneman teaches:

The method of claim 46 (see rejection of claim 46 above), wherein said

electronic presentation includes at least one customized electronic

presentation based upon said identified customer and based on at least

one targeted campaign objectives (see col 12, lines 28-35, 47-50, note

that this teaches the previously registered couples making changes to the

items in their registry. Note that the campaign objective of the store is,

implicitly, to provide the list in the hope of selling products. See also col

13, lines 36-41, note the presentation is based upon the customer having

identified himself as one interested in viewing a particular couple's registry

and the campaign objective of the store is, implicitly, to provide the list in

the hope of selling products).

With respect to claim 48

Veeneman teaches:

The method of claim 42 (see rejection of claim 42 above), further

comprising the step of: said customer interacting with said electronic

presentation to create at least one customer interaction (see col 11, lines

14-45, note that a user chooses a particular option via touch screen).

With respect to claim 49

Veeneman teaches:

The method of claim 48 (see rjection of claim 48 above), further

comprising the step of: generating electronic or printed messages initiated

by said customer interaction (i.e. displaying or printing screens, see col 4,

line 62, col 11, lines 14-20).

With respect to claim 50

Veeneman teaches:

The method of claim 48 (see rejection of claim 48 above), further

comprising the step of: logging said customer interaction to later provide

desirable information regarding said customer (i.e. printing screens, see

col 4, line 62 or scanning items or storing selection in computer

mechanism, see col 4, lines 1-15).

With respect to claim 51

Veeneman teaches:

Said customer interaction, as a product of the process of claim 48 (see col

11, lines 14-45, note that a user chooses a particular option via touch

screen).

With respect to claim 52

Veeneman teaches:

The method of claim 42 (see rejection of claim 42 above), further

comprising the step of: a Point of Sale Terminal communicating a unique

product identification code to said system (i.e. scanning mechanism, see

col 4, line 1, note that the mechanism is used to communicate the unique

product identification code of the desired/purchased item to the system).

With respect to claim 53

Veeneman teaches:

> The method of claim 52 (see rejection of claim 52 above), further
>
> comprising the step of: logging at least one of said products purchased by
>
> said customer to later provide desirable information regarding said
>
> customer (i.e. using scanning mechanism, see col 4, lines 1-15 or update
>
> information in gift registry col 10, lines 18-38).

<u>With respect to claim 54</u>

Veeneman teaches:

> Said desirable information regarding said customer as a product of the
>
> process of claim 53 (i.e. record of items purchases, see col 19, lines 18-
>
> 38).

<u>With respect to claim 55</u>

Veeneman teaches:

> A method of making at least one of said presentations used by the step of
>
> selecting of claim 42, comprising the step of: a first function creating at
>
> least one of said presentations (i.e. box 112, 114, 116, see col 9, line 60-
>
> col 10, line10 and fig 7).

<u>With respect to claim 56</u>

Veeneman teaches:

> The method of claim 55 (see rejection of claim 55 above), wherein the
>
> step of said first function further comprising the step of: customizing said
>
> presentation by information previously stored about said customer (i.e.

displaying list of items based upon users choice of classification, see col

13, lines 42-50).

<u>With respect to claim 57</u>

Veeneman teaches:

> The method of claim 55 (see rejection of claim 55 above), wherein the
>
> step of said first function further comprising the step of: customizing said
>
> presentation by information previously stored about at least one product
>
> purchased by said customer (see col 13, lines 37-50 and fig 10D, note that
>
> the gift items from a particular category include the number already
>
> purchased).

<u>With respect to claim 58</u>

Veeneman teaches:

> Said presentation created by said first function, as a product of the
>
> process of Claim 55 (i.e. screen, see col 13, lines 36-41, and fig 10D).

<u>With respect to claim 59</u>

Veeneman teaches:

> A second function creating at least one cluster that specifies
>
> demographics (i.e. price range of gifts); wherein said customer of claim 42
>
> has at least one of said demographics (i.e. desired price range of gift); and
>
> wherein said means for selecting further includes means for selecting said
>
> presentation based upon said demographics of said customer matching

said demographics of at least one of said clusters (i.e. selecting desired

price range of gifts, see col 13, lines 36-50 and fig 10D).

With respect to claim 60

Veeneman teaches:

Said second function of claim 59 (see rejection of claim 59 above), further

comprising the step of: deriving said cluster by information previously

stored about said customer (see col 13, lines 37-50 and fig 10D, note that

consumer selects from a list of various classifications of gifts, customers

stored choice -i.e. price range- is used to derive the cluster information -

i.e. price ranges).

With respect to claim 61

Veeneman teaches:

Said second function of claim 59 (see rejection of claim 59 above), further

comprising the step of: deriving said cluster by information previously

stored about at least one product purchased by said customer (see col 13,

lines 37-50 and fig 10D, note that the gift items from a particular category

include the number already purchased).

With respect to claim 62

Veeneman teaches:

Said cluster created by said second function as a product of the process

of claim 59 (i.e. gift items for the particular category speficied).

With respect to claim 63

Veenaman teaches:

> The method of claim 42 (see rejection of claim 42 above), further
>
> comprising the step of: said customer interacting with the purchasing
>
> transaction (see col 13, lines 10-50, note that customers use the touch
>
> screen to interact with the system to edit, view, and print the registry list
>
> which is a part of the purchase transaction in that it helps identified the
>
> desired items. Further, the scanning mechanism is used to identify items
>
> to populate the registry list, which is a part of the purchase transaction).

<u>With respect to claim 64</u>

Veeneman teaches:

> The method of claim 42 (see rejection of claim 42 above), further
>
> comprising the step of: said customer interacting with the payment
>
> transaction (see col 13, lines 10-50, note that customers use the touch
>
> screen to interact with the system to edit, view, and print the registry list
>
> which is a part of the purchase transaction which culminates in a payment
>
> transaction. Further, the scanning mechanism is used to identify items to
>
> populate the registry list, which is a part of the purchase transaction with
>
> culminates in a payment transaction).

<u>With respect to claim 65</u>

Veeneman teaches:

Said electronic presentation provided by said electronic display device to said customer in said retail environment, as a product of the process of claim 42 (i.e. screen, see col 13, lines 36-50, and fig 10D).

With respect to claim 66

Veenaman teaches:

Said presentation made available as said electronic presentation to said processing system, as a product of the process of claim 42 (i.e. screen, see col 13, lines 36-50, and fig 10D).

With respect to claim 67

Veeneman teaches:

Said electronic display device of Claim 42, implementing the means for providing said electronic presentation to said customer in said retail environment (i.e. monitor, see col 4, line 46).

With respect to claim 68

Veeneman teaches:

A program system comprising of at least one program step residing in a accessibly coupled to a computer at least partly implementing at least one of the steps of Claim 42 (i.e. program mechanism, see col 4, line 16-25, and fig 5-8).

Inquiry

7.   Any inquiry concerning this communication or earlier communications from the examiner should be directed to BRIAN FERTIG whose telephone number is (571)270-

5131. The examiner can normally be reached on Monday - Friday 8:30am to 5:00pm

EST.

     If attempts to reach the examiner by telephone are unsuccessful, the examiner's

supervisor, James Trammell can be reached on (571) 272-6712. The fax phone

number for the organization where this application or proceeding is assigned is 571-

273-8300.

8.   Information regarding the status of an application may be obtained from the

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published applications may be obtained from either Private PAIR or Public PAIR.

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system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/B.F./

/Mary Cheung/
Primary Examiner, Art Unit 3694